



Express Mail Cert. No. EL 834 337 329 US

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : MATZ, William R., et al.
Ser. No. : 10/016,988
Fil. Date : December 14, 2001
For : **Method and System to Perform Content Targeting**
Examiner : Unknown
Art Unit : Unknown

ASSISTANT COMMISSIONER FOR PATENTS
Washington, DC 20231

RECEIVED

MAR 20 2002

Technology Center 2600

INFORMATION DISCLOSURE STATEMENT

S I R:

Pursuant to 37 C.F.R. §§1.56, 1.97 and 1.98, the attention of the Patent and Trademark Office is hereby directed to the references listed on the attached Form-PTO 1449. A copy of each of the references listed on the attached form is attached herewith.

This Information Disclosure Statement is being submitted before the mailing of a first Office action on the merits for a national application other than a continued prosecution application, and, therefore, no certification or fee is required (37 C.F.R. § 1.97b(3)).

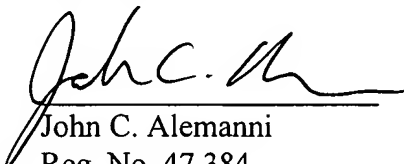
The Commissioner is authorized to charge any additional fees to Deposit Account 16-1435. A duplicate of this sheet is attached for that purpose.

It is respectfully requested that the references listed on the attached form be expressly considered by the Examiner and be made of record in the application and appear among the "References Cited" on any patent to issue therefrom. For the documents listed in "Other Documents," Applicant has listed the dates, which are shown on the documents. Applicant makes no representation as to the publication dates, if any, of the documents.

Respectfully submitted,

Date: 3/11/02

By:


John C. Alemanni
Reg. No. 47,384

KILPATRICK STOCKTON LLP
1001 West Fourth Street
Winston-Salem, North Carolina 27101
(336) 607-7311

3-12-02

23.0.4.26.8/17/02



EXPRESS MAIL CERTIFICATE

"Express Mail" mailing label number : EL 834 337 329 US

Date of Deposit : March 11, 2002

Type of Documents : Information Disclosure Statement
(in duplicate);
Form 1449;
Cited References; and
Return postcard

Application No. : 10/016,988

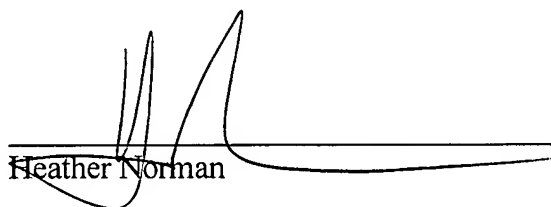
Filing Date : December 14, 2001

RECEIVED

MAR 20 2002

Technology Center 2600

I hereby certify that the documents identified above are being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to the Assistant Commissioner for Patents, Washington, DC 20231.

 (signature)
Heather Norman

Act of 1000

Approved for release through 10/31/2002. OMB 0651-0031

U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

Sheet	1	of	2
-------	---	----	---

Application Number	10/016,988
Filing Date	December 14, 2001
First Named Inventor	MATZ, William R., et al.
Group Art Unit	Unassigned
Examiner Name	Unassigned
Attorney Docket Number	36968-265390

[illegible][illegible]Date
Considered

¹ Unique citation designation number. ² See attached Kinds of U.S. Patent Documents. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

Burden Hour Statement: This form is estimated to take 2.0 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. **DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO:** Assistant Commissioner for Patents, Washington, DC 20231.

Please type a plus sign (+) inside this box



PTO/SB/08A (08-00)

Approved for use through 10/31/2002. OMB 0651-0031
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number

Substitute for form 1449A/PTO

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(use as many sheets as necessary)

Sheet 2 of 2**Complete if Known**

Application Number	10/016,988
Filing Date	December 14, 2001
First Named Inventor	MATZ, William R., et al.
Group Art Unit	Unassigned
Examiner Name	Unassigned
Attorney Docket Number	36968-265390

NON PATENT LITERATURE DOCUMENTS

Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
		"allNetDevices: - Report: Interactive TV Soon to Become Direct Marketing Tool," allNetDevices, www.devices.internet.com/icom.cgi/print/print.cgi?url=http://devices.../report_interactive.htm, (11/16/01) pp. 1-2.	
		"Liberate Technologies - Solutions," Digital Cable Two-Way, www.solutions.liberate.com/architecture/dc2.html, (11/16/01) p. 1 of 1.	
		"Liberate Technologies - Solutions," Digital Broadband Telco, www.solutions.liberate.com/architecture/dc2.html, (11/16/01) p. 1 of 1.	
		"Liberate Technologies - Solutions," Liberate Connect Suite, www.solutions.liberate.com/products/connect_suite.html, (11/16/01) pp. 1-2.	
		"Liberate Technologies - Solutions," Liberate Imprint Server™, www.solutions.liberate.com/products/imprint_server.html, (11/16/01) p. 1 of 1.	
		"Liberate Technologies - Solutions," Liberate Mediacast Server™, www.solutions.liberate.com/products/mediacast_server.html, (11/16/01) pp. 1-2.	
		"Spike High Performance Server Array," Mixed Signals Technologies, Inc., www.mixedsignals.com, itvinfo@mixedsignals.com, (2000) p. 1.	
		"power, flexibility, and control," RespondTV, www.respondtv.com/whyrespond.html (11/16/01) pp. 1-2.	
		"it just clicks!," RespondTV, www.respondtv.com/inaction.html, (11/16/01) pp. 1-2.	
		"The Wink System," Wink System Diagram, www.wink.com/contents/tech_diagram.shtml, (11/16/01) p 1 of 1.	
		"What is Wink?," www.wink.com/contents/whatiswink.shtml, (11/16/01) p. 1 of 1.	
		"How Wink Works," What is Wink: How wink works, www.wink.com/contents/howitworks.shtml, (11/16/01) p. 1 of 1.	
		"What is Wink: Examples," What is Wink - Examples, www.wink.com/contents/examples.shtml, (11/16/01) pp. 1-2.	
		"Nielsen Media Research - Who We Are & What We Do," www.nielsenmedia.com/whoweare.html, (10/11/01) pp. 1-4.	

RECEIVED
MAR 20 2002
Technology Center 2600

Examiner
SignatureDate
Considered

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Unique citation designation number. ² Applicant is to place a check mark here if English language Translation is attached.

Burden Hour Statement: This form is estimated to take 2.0 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.